PRDR06B1

R. J. REYNOLDS TOBACCO COMPANY
2nd QTR WORK PLAN REPORT

03/12/93

1426 BROOKLYN DIVISION

TYPE	PROGRAM	PROGRAM DESCRIPTION	COMMODITY	SKU'S APR	SKU'S MAY	SKU'S JUN	SKU'S TOTAL	PACKING
BSGSF	300478	VANTAGE B16IF 1ST/2ND/3RD QTRS			150		150	40
BSGSF	300777	CAM CU BANDED B16IF W/POS-CAT/INFO CD		1,385			1,385	40
BSGSF	300829	SALEM 20 B20IF (CORE FAMILY)			600		600	40
BSGSF	300830	SALEM 20 & 30 B16IF - GOLD			450		450	40
BSGSF	300884	SALEM 20 B16IF - BLIMS			450		450	40
BSGSF	300996	WINSTON 02 B16IF SELECT OFFER		BP5			B25	40
BSGSF	301523	SALEM GOLD $.50/BUYDOWN(OFF INVOICE)			708		708	40
BSGSF	302524	CAMEL B16IF (INCREMENTAL)		1,385			1,385	40
	300733	WINSTON 02/03 $ 3.00 OFF CARTON						
CPN		WIN 3.00/CTN CPN	381207					100
POS		WIN 20 3/CTN RISER	381306					25
POS		02 MILT SHELF STRP	381317					25
POS		WIN WIN 03 3/CTN RIS	399181					25
POS		WIN 03 MILT SHELF ST	399192					25
	300774	CAM $3 OCC-32096 6/30/94 EXP. (M/B)						
CPN		CAM 3.00/CTN CPN	380448					100
POS		CAM FOLDED SHELF STR	383022					25
POS		CAM STATIC CLING	383033					25
	300819	SALEM 20 & 30 $3 OFF CTN MULTI-BRAND CPN						
CPN		3/CTN	380184					100
POS		STATIC CLING	380173					50
POS		MILITARY SHELF STR	380162					100
POS		90 CTN FLOOR R/C	380151					25
	300827	SALEM 20 $.50/ 1 PK CPN MULTIBRAND						
CPN		.50/ 1 PK C	404516					500
POS		GM DUMP BIN R/C	379920		1		1	25
POS		GM PREM PROMO R/C	379909		2		2	25
POS		GM 24" PMC	379898		2		2	25
POS		MIP SECURITY R/C	379887					25
POS		MIP LARGE PASTER	379876		2		2	50
POS		MIP DISPLAY RISER CD	379865		2		2	25
	300997	WINSTON 02 .50/PK COUPON (M/B)						
CPN		.50/PACK WIN CPN	381163					500
POS		PREMIUM RISER CD	381438	10			10	25
POS		DUMP BIN RISER CD	381449	5			5	25
POS		24" PKG MERCH CD	381460	10			10	25
	301102	RJ INTRO CPN-32155 EXP 12/31/93						
CPN		FREE PK CPN-32155	386190	40			40	50

CPN		MUL 50 PACK CPN	404516	24	10		40	500
POS		24" PKG MDSER CD	404483					25
POS		DUMP BIN RISER CD	404461					25
POS		PREMIUM RISER CD	404472					25
	300352	MORE T SHELL PEN/2 PK						
PREM.		T SHELL PENW/POS	220409					20
	300719	WIN 02 B20F BRASS KEYCHAIN						
PREM.		WIN 02 BRASS KEYCHAI	380976					20
	300720	WINSTON 20 B20F RAY-O-VAC FLASHLIGHT						
PREM.		WIN 20 B20F FLASHLIG	380948	349			309	20
	300769	WIN 02 03 PK9 BET PEN/PENCIL SET						
PREM.		WIN 02 B36F PEN/PENC	381020					20

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1426 BROOKLYN DIVISION

TYPE	PROGRAM	PROGRAM DESCRIPTION	COMMODITY	SKU'S APR	SKU'S MAY	SKU'S JUN	SKU'S TOTAL	PACKING
	300831	SALEM 20 B36F SHORTS						
PREM.		SALEM SHORT W/ POS	380613		61		61	20
	301005	CAM B26F RU BRASS/CHROME LTR-SUP/INFO						
PREM.		CAM BRASS/CHROME LTR	384892		325		325	20
POS		CAM PREM DISP R/C	388269		6		6	25
POS		CAM 16" PMC-SPANISH	388280		2		2	25
POS		CAM 24" PMC-SPANISH	388291		4		4	25
	300828	SALEM 20 4.50/1 PK VPR MULTIBRAND						
VPR		.50/ 1 PK VPR	404571					500
POS		6M DUMP BIN R/C	379920		4		4	25
POS		6M PREM PROMO R/C	379909		0		0	25
POS		6M 24" PMC	379898		0		0	25
POS		MIP SECURITY R/C	379887					25
POS		MIP LARGE PASTER	379876		4		4	50
POS		MIP DISPLAY RISER CD	379865		0		0	25
	300998	WINSTON 02 .50/PK VPR (M/B)						
VPR		.50/PK VPR STKR	381526					500
POS		PREMIUM RISER CD	381438	10			10	25
POS		DUMP BIN RISER CD	381449	8			8	25
POS		24" PKG MERCH CD	381460	8			8	25
	302402	MULTIBRAND $.50/PK VPR						
VPR		MUL .50/PK VPR	404571	200	48		248	500
POS		M/B DUMP BIN RISER	404461					25
POS		M/B PREM DIS RISER	404472					25
POS		M/B 24" PKG MERCH	404483					25

Order - Hold

by 4/30

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ITEM DESCRIPTON		SKU	COST/SKU	TOTAL DOLLARS	TOTAL PV
301944 Q3 B3G3F_BASE STYLE WK,WL,W100,WL100		600	104.8000	62,880.00	2,880,000
WINSTON - BASE	TOTALS =	600		62,880.00	2,880,000
301352 WIN .50/PK BUYDOWN		89294	0.5000	44,647.00	1,785,880
301591 WIN B2G2P TINY LITE LTRS UN1057		150	26.8000	4,020.00	120,000
WINSTON - OPPORTUNISTIC	TOTALS =	89444		48,667.00	1,905,880
301945 Q3 SELECT BIG1F BANDED OFFER Converted to Buydown		~~300~~	39.3600	11,808.00	480,000
301948 WIN 3Q TWILL CAP W/POS		76	42.0000	3,192.00	60,800
301955 WIN Q3 .50/PK MULTI CPN,32093, 6/30/94		10	345.2000	3,452.00	95,000
WINSTON - MENU	TOTALS =	386		18,452.00	635,800
WINSTON	TOTALS =	90430		129,999.00	5,421,680
301364 SAL .50/PK BUYDOWN		60182	0.5000	30,091.00	1,203,640
301761 SAL NA&MW B2GF BOTTLE OPENER(DAP)		303	36.2000	10,968.60	242,400
301843 3Q NA&MW SALEM GOLD BOX $.50 TEAR TAPE		975	20.0000	19,500.00	780,000
SALEM - OPPORTUNISTIC	TOTALS =	61460		60,559.60	2,226,040
300830 SALEM 3Q B1G1F - GOLD		300	36.4000	10,920.00	480,000
301826 M-B 1993 SALEM ".50", 32682, 06/30/94		11	320.0000	3,520.00	104,500
SALEM - MENU	TOTALS =	311		14,440.00	584,500
SALEM	TOTALS =	61771		74,999.60	2,810,540
301738 CAM B2G1F BANDED W/IV CATALOG		700	42.4000	29,680.00	1,680,000
CAMEL - BASE	TOTALS =	700		29,680.00	1,680,000
301595 CAM MC/MW/MA B2GF CLUB CAMEL LIGHTER		145	27.0000	3,915.00	116,000
301722 CAM .50/PK BUYDOWN		52810	0.5000	26,405.00	1,056,200
CAMEL - OPPORTUNISTIC	TOTALS =	52955		30,320.00	1,172,200
CAMEL	TOTALS =	53655		60,000.00	2,852,200

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ITEM DESCRIPTON	SKU	COST/SKU	TOTAL DOLLARS	TOTAL PV
DIVISION TOTALS =	205856		264,998.60	11,084,420

	COMMITMENTS	RESERVE	TOTAL
WINSTON	129,999.00	1.00	130,000.00
CAMEL	60,000.00	0.00	60,000.00
SALEM	74,999.60	0.40	75,000.00
MORE	0.00	0.00	0.00
NOW	0.00	0.00	0.00
VANTAGE	0.00	0.00	0.00
	264,998.60	1.40	265,000.00

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